

Message Text

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PAGE 01 BERLIN 07245 131504Z
ACTION EUR-12

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R 131451Z SEP 77
FM AMEMBASSY BERLIN
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INFO SECSTATE WASHDC 5594
USIA WASHDC
USMISSION USBERLIN

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E.O.11652; N/A
TAGS; BEXP, GE
SUBJECT; LEIPZIG SPRING FAIR FY 78 - BDO

REF; USDOC 16796

1. FOLLOWING RESPONDS TO QUESTIONS POSED REFTEL:

(1) LEIPZIG FAIR AUTHORITY MIGHT BE PREVAILED
UPON TO ALLOW A PRODUCT-SPECIFIC BDO IN THE HALL 16
"HALL OF NATIONS." IN OUR VIEW, HOWEVER, A BDO ON
MATERIALS HANDLING AND WAREHOUSING WOULD
HAVE GREATER UTILITY AND COMMERCIAL IMPACT IN ONE OF THE
MATERIALS HANDLING PAVILIONS.

(2) USIA'S SPACE IN HALL 16 IS BOUNDED ON ALL
SIDES BY WALLS AND AISLES, SO THERE IS NO SPACE AVAILABLE
THAT IS DIRECTLY ADJACENT. WE DO NOT KNOW IF SPACE
MIGHT BE AVAILABLE ACROSS EITHER OF THE TWO AISLES
BOUNDING THE USIA SPACE.

(3) THE EMBASSY ENTHUSIASTICALLY SUPPORTS THE IDEA
OF A MATERIALS HANDLING AND WAREHOUSING BDO AT THE
SPRING 1978 LEIPZIG FAIR, MARCH 12-19, 1978 .
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PAGE 02 BERLIN 07245 131504Z

2. WE BELIEVE THAT STAND DESIGN AND PUBLICITY
MATERIALS FOR THE BDO SHOULD BE INTEGRATED WITH THE USIA
HALL 16 EXHIBIT, BUT THAT COMMERCIAL IMPACT WILL BE
GREATER IF THE STAND IS HOUSED IN THE MATERIALS HANDLING
SECTION OF THE FAIR. LEIPZIG FAIR AUTHORITY HAS
INDICATED THAT A BOOTH OF 80-90 SQUARE METERS COULD BE

ACCOMMODATED IN ONE OF THE TWO MATERIALS HANDLING HALLS
AND ASKS THAT WE LET THEM KNOW SOONEST OF OUR INTENTIONS.
EMBASSY SAID WE WOULD TRY TO HAVE A DEFINITE REPLY FROM
USDOC BY SEPTEMBER 19. BOLEN

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